What is Claimed Is:

1   1. A media logging system for indexing media, comprising:

2   a timer object that provides a time reference upon request in connection

3   with the media; and

4   a logger object that logs predefined events that occur in the media by

5   associating the events with respective time reference from the timer object.

1   2. The logging system of claim 1, wherein the logger object includes a

2   graphical user interface having a plurality of interface objects that can be

3   selected by a user of the logging system in order to log events that occur in the

4   media.

1   3. The logging system of claim 2, wherein the interface objects include

2   labels thereon corresponding to predetermined events that may typically occur in

3   the particular media being logged.

1   4. The logging system of claim 2, wherein the logging system is adapted

2   for use in logging a sporting event and the interface objects correspond to events

3   that occur during the sporting event

1   5. The logging system of claim 1, wherein the graphical user interface is

2   customizable to correspond to types of events that occur in the particular media

3   being logged.

1   6. The logging system of claim 1, wherein the system includes an

2   arrangement that automatically logs predefined events in the media being logged

3   based on video analysis.

1   7. The logging system of claim 1, wherein the system includes an

2   arrangement that automatically logs predefined events based on text analysis.

1   8. The logging system of claim 1, wherein the system includes an

2   arrangement that automatically logs predefined events based on audio analysis.

1   9. The logging system of claim 1, wherein the system includes a video

2   server that captures logged events and digitally stored the captured events as

3   media segments.

1   10. The logging system of claim 9, wherein the user interface includes a

2   feature that enables the media segments to be selectively retrieved and viewed.

1   11. The logging system of claim 10, wherein the feature includes a search

2   engine that enables logged events to be searched using various search

3   parameters.

1   12. A media asset management system for managing media assets,

2   comprising:

3   a logging application that creates indexes of events that occur in the

4   media;

5   a video server that captures and digitally stores events logged by the

6   logging application as media segments; and

7   a search and retrieval engine that enables the media segments to be located

8   and retrieved based on the indexes.

1   13. The media asset management system of claim 12, wherein the logging

2   application includes a graphical user interface that enables a user to select

3   predefined events that occur in the media to be indexed.

1   14. The media asset management system of claim 13, wherein the

2   graphical user interface includes interface objects having labels thereon

3   corresponding to predefined events that typically occur in the particular media

4   being logged by the logging application.

1   15. The media asset management system of claim 14, wherein the logging

2   application is adapted for use in logging a sporting event and the interface

3   objects correspond to events that occur during the sporting event.

1   16. The media asset management system of claim 12, wherein the video

2   server includes an arrangement that automatically logs predefined events based

3   on video analysis.

1   17. The media asset management system of claim 12, herein the video

2   server includes an arrangement that automatically logs predefined events based

3   on text analysis.

1   18. The media asset management system of claim 12, wherein the video

2   server includes an arrangement that automatically logs predefined events based

3   on audio analysis;

1   19. The media asset management system of claim 13, wherein the user

2   interface includes a feature that enables the media segments to be viewed.

1   20. A customizable media asset management system for managing media

2   assets, comprising:

3   a logging application that creates indexes of events that occur in the

4   media;

5   a video server that captures and digitally stores events logged by the

6   logging application as media segments; and

7   a graphical user interface generator that creates customized user interfaces

8   for the logging application based on information entered in a database.

1   21. The customizable media asset management system of claim 20,

2   wherein the graphical user interface generator generates user interface objects

3   for a logging screen for use by a user when using the logging application.

1   22. The customizable media asset management system of claim 20,

2   wherein the creation of the customized user interface is database driven.

1   23. The customizable media asset management system of claim 20,

2   wherein the user interface generator is further operable to dynamically generate a

3   logging database for use by said logging application.